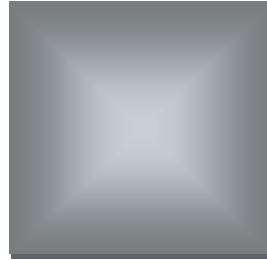


2020 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT



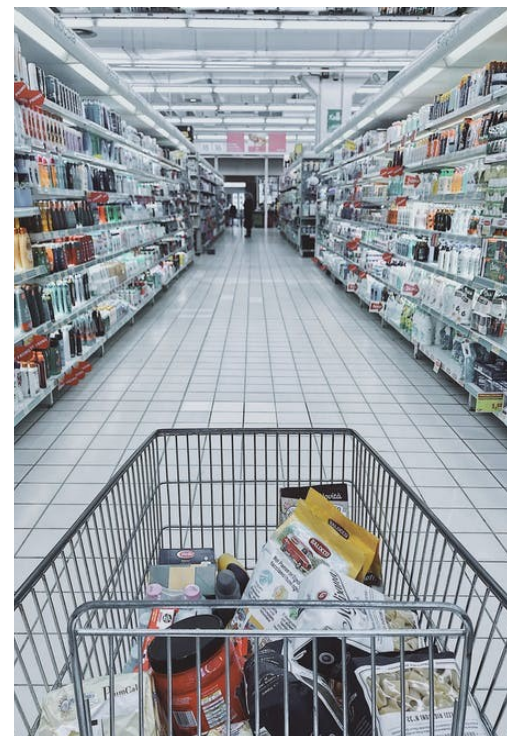
Executive Summary

In 2019, the **Retail Trade** sector comprised 11.3 percent of all public and private covered employment in Iowa, providing jobs for 178,819 workers. These workers had an average annual wage of \$27,251, which was 42.7 percent lower than the average annual wage of \$48,672 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

Since 2010, retail trade employment in Iowa has gradually increased each year, adding a total of 9,587 jobs through 2016. However, with consumer preferences moving more toward online shopping Iowa has experienced a 4.1 percent decrease in employment losing 7,486 workers since 2017.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector. Despite a year-over-year increase of \$658, Iowa's average annual wage is 17.0 percent lower than the national average.

The Retail Trade sector is not dominated by one gender, with women making up 51.0 percent of the sector's workforce.





RETAIL TRADE IOWA INDUSTRY PROFILE

What is Retail Trade?

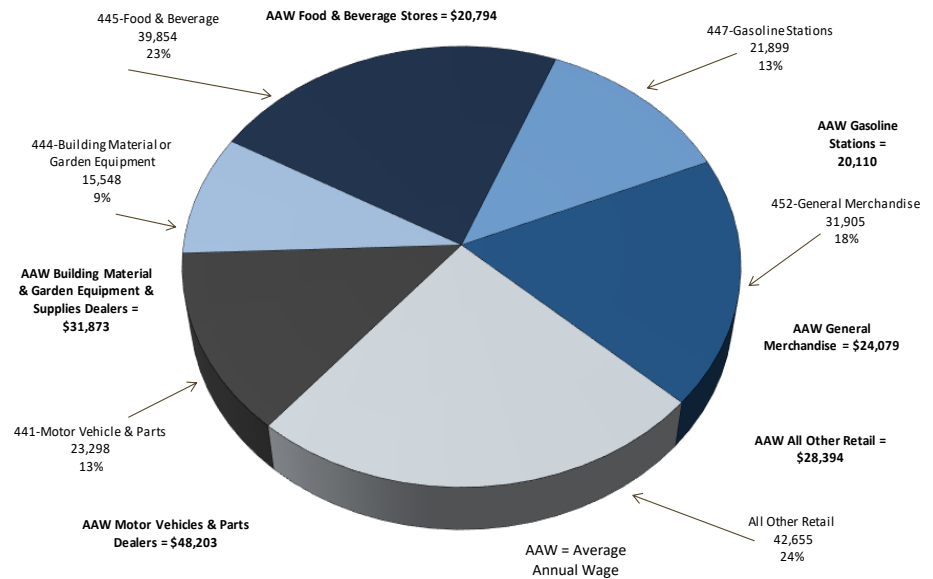
The **Retail Trade** sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

2019 Industry Breakout by Employment in Iowa

Retail Trade NAICS Industry Coding

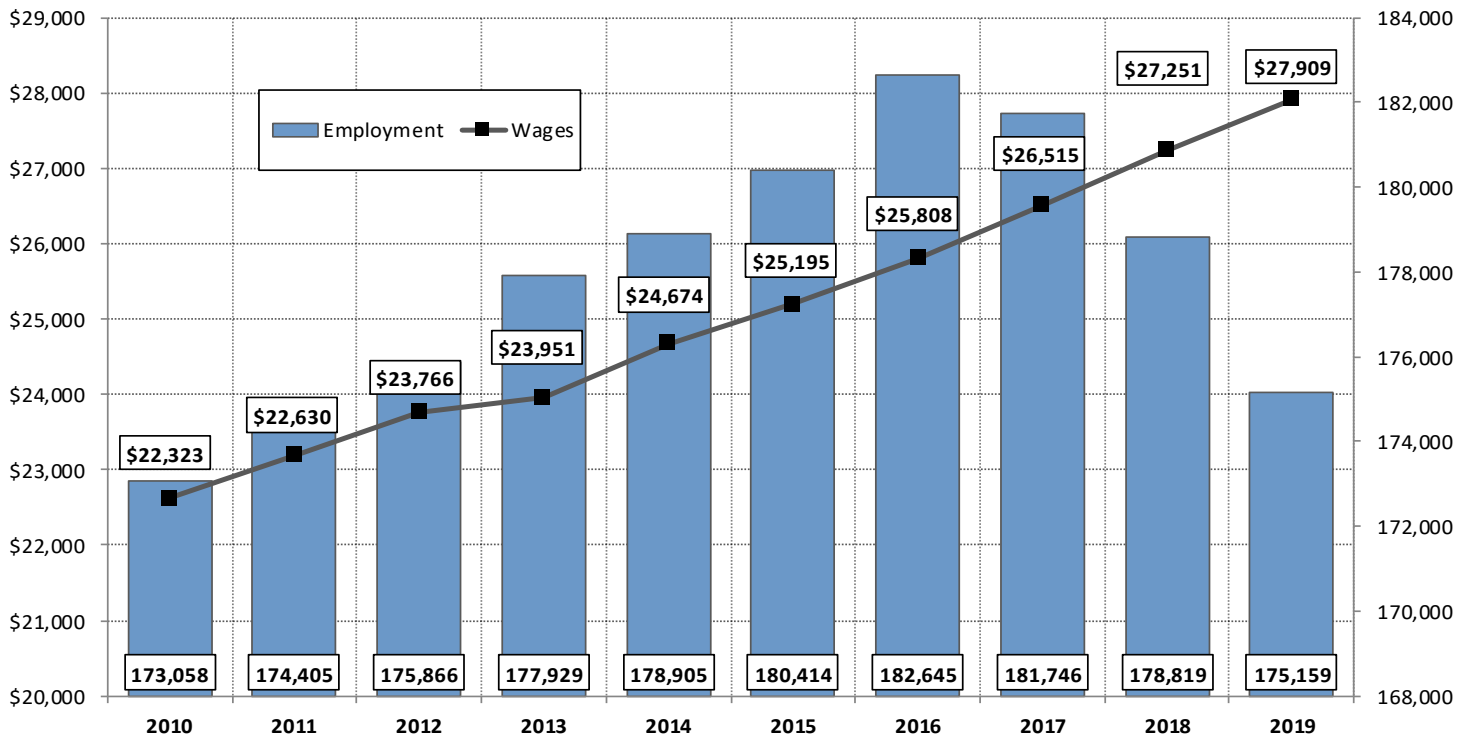
Percentage Employed and Average Annual Wage by Subsector



Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2010–2019 Employment in Retail Trade in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

RETAIL TRADE IOWA INDUSTRY PROFILE



Top Occupations in Retail Trade	Employment
Retail Salespersons	41,409
Cashiers	39,400
First-Line Supervisors of Retail Sales Workers	13,537
Stock Clerks and Order Fillers	11,170
Combined Food Preparation and Serving Workers, Including Fast Food	5,589
Automotive Service Technicians and Mechanics	4,219
Customer Service Representatives	3,510
Bookkeeping, Accounting, and Auditing Clerks	3,192
Pharmacy Technicians	3,031
General and Operations Managers	2,628
Light Truck or Delivery Services Drivers	2,425
Laborers and Freight, Stock, and Material Movers, Hand	2,336
Butchers and Meat Cutters	2,304
Office Clerks, General	2,291
Parts Salespersons	2,119
Counter and Rental Clerks	1,949
Pharmacists	1,907
First-Line Supervisors of Office and Administrative Support Workers	1,648
Cleaners of Vehicles and Equipment	1,513
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	1,371

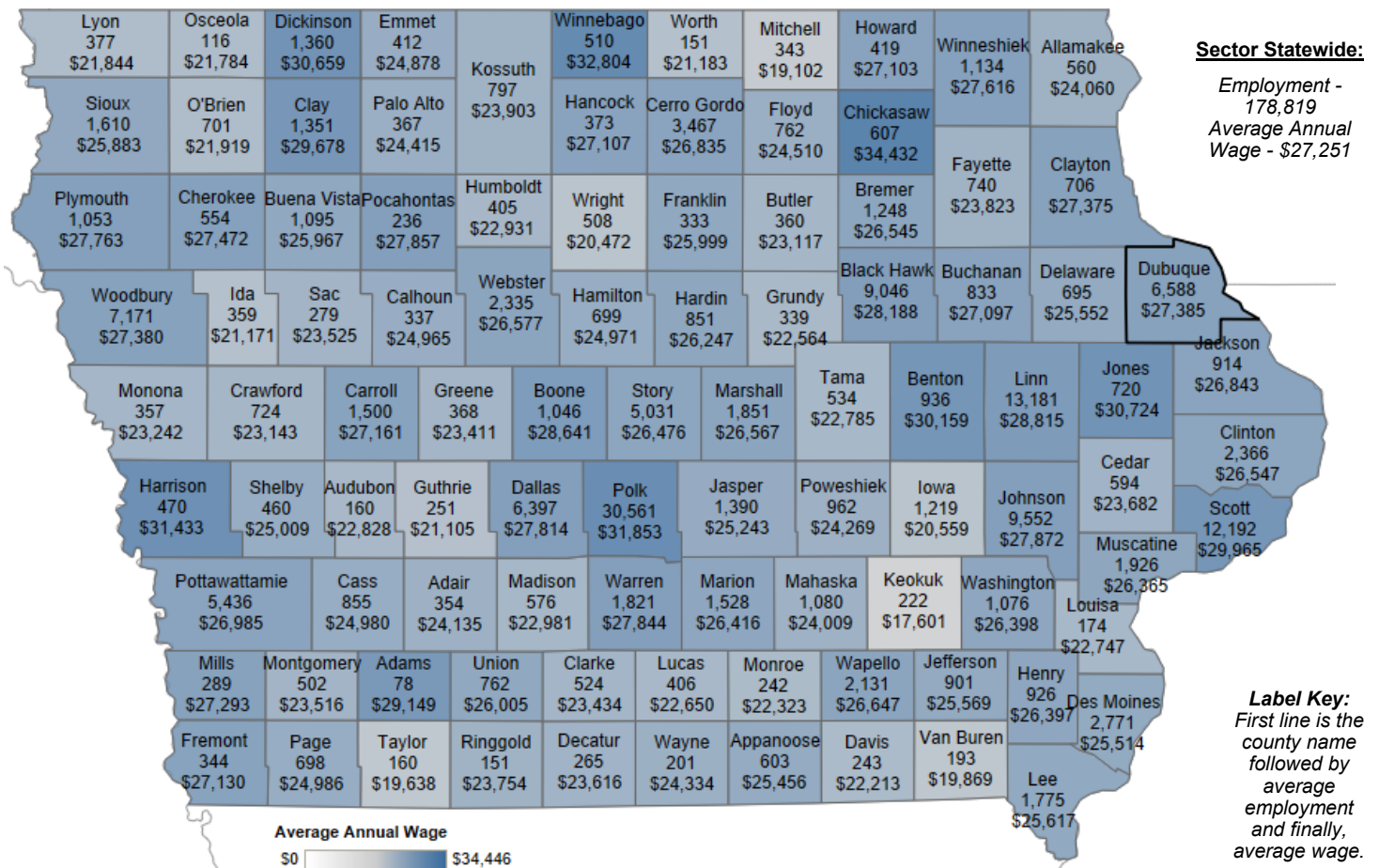
Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2018-2028 Long-Term Projections)

Establishment Facts:

In 2019, there were 11,746 **Retail Trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,727. However, the **All other retail** subsector accounted for the most employment, supplying 23.9 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are twelve different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2019 Covered Employment in Retail Trade by County



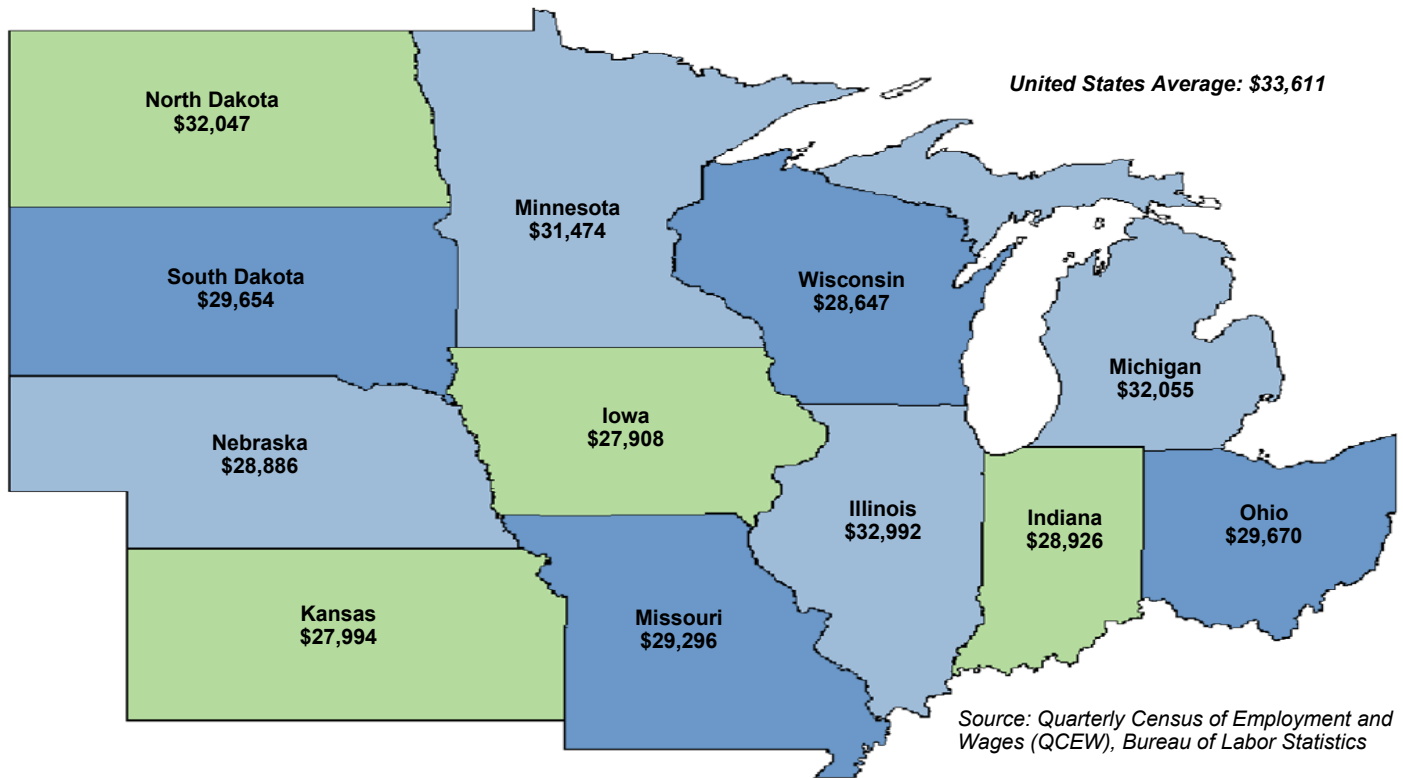
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



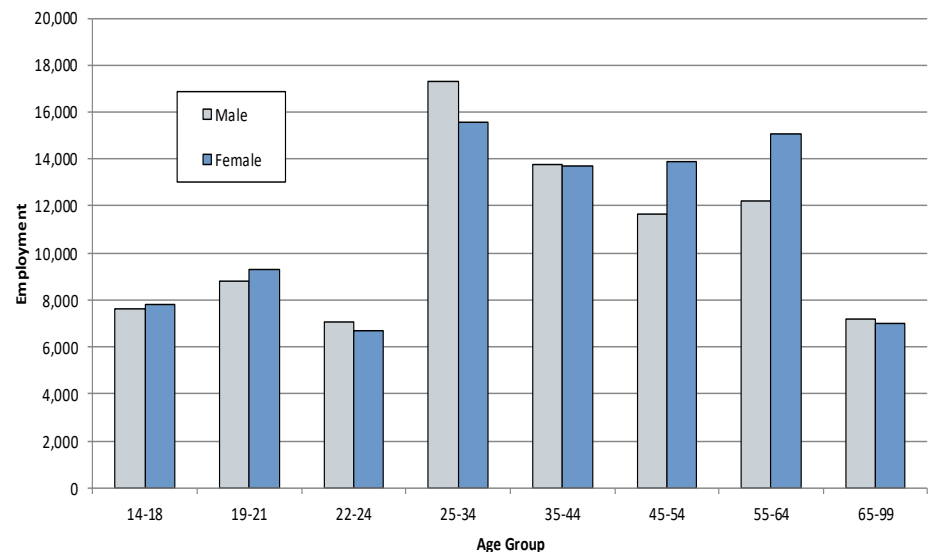
RETAIL TRADE IOWA INDUSTRY PROFILE

2019 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Industry Distribution by Age and Gender, 2nd Quarter 2019



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau

Contact Information

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